

RIVERSIDE UNIFIED SCHOOL DISTRICT



CLASS TITLE: Director IV, Public Information Communications

WORK YEAR: 261

VACATION: 27 days

REPORTS TO: Chief Business Officer

BASIC FUNCTION:

Under administrative direction, performs professional and administrative work in planning and coordinating communication operations; prepares and disseminates materials to the public, news media and works closely with the President of the Board and Superintendent or Designee; coordinates with the communication staff to provide technical assistance to District in preparation of internal and external publications and performs other related work as required. This position will receive administrative direction from the President of the Board of Education and Elected Officials, Governmental Advocacy Subcommittee Chairperson, the Superintendent and the Chief Business Officer or designee.

REPRESENTATIVE DUTIES:

- Develop, implement and coordinate a comprehensive communication program for the District, which identifies audiences, messages, communication tools and evaluation measures.
- Prepare and disseminate a wide variety of public information regarding District business including news releases, press conferences, public service announcements, articles, special presentations and related materials.
- Prepare talking points for all elected offices and Superintendent or designee on all matters relating to media and speaking engagements.
- Develop positive working relations with reporters and media officials; serve as official District spokesperson on matters of media interest.
- Seek regional and national news media coverage exemplifying the positive programs and services, events, projects, opportunities and advantages of the District.
- Coordinate a system that provides for the timely disclosure of public information and is responsive to requests for public information.
- Improve the District's use of social media, including developing a strategic plan for what mediums will be used to coordinate proactive messaging on District activities and services and develop acceptable use policies for each.

- Provide training for District departments on proper use and technical acceptable use policies for each medium; provide training for District departments on proper use and technical aspects of managing the District's social media outlets.
- Establish appropriate mediums to communicate and inform elected officials of relevant issues.
- Organize the dissemination of positive and accurate information to the public regarding District business by utilizing a variety of communication tools, including: news releases, cable television programming, press conferences, public service announcements, newsletters, fact sheets, commercials, special presentations and other collateral material.
- Serve as the District's media guide and manage the District's website and social media.
- Seek regional and national news media coverage exemplifying the positive programs and services, events, projects, opportunities and advantages of the District.
- Maintain press clippings file on District news incidents; track media response along a variety of indicators; prepare report of results to District leadership.
- Collaborate with the District's communication staff, develop special multi-media presentations as required, including slide shows, displays and photographic exhibits; organize photography and video-photography at a variety of presentations and special events.
- Coordinate activities with Federal, State, County, and City legislators, and with other elected and appointed officials to protect and further the interests of the District.
- Coordinate activities with various lobbyists and consultants who represent the District on various issues or positions of concern to the District.
- Perform other related functions as assigned.

KNOWLEDGE AND ABILITIES:

- Techniques and methods used in development and evaluation of communications.
- Principles and practices of journalism
- Personal computer operation; software applications including graphics and desktop publishing systems.
- Interviewing techniques, communications, media services and resources.
- Research methods and techniques and report presentation
- Principles of supervision, training and performance evaluation.

- Ethnic, cultural, geographic, and social-economic diversity of the populations served by the District
- Current issues regarding the District
- Activities, policies, practices, organization, and protocols of the District
- Fundamentals of writing, editing, composition, layout, and production of employee publications, news magazines, and educational publications

ABILITY TO:

- Develop, organize, and coordinate a communication program.
- Communicate effectively, both orally and in writing.
- Gather and verify new information through interview, observation and research.
- Analyze complex administrative problems, evaluate alternatives and make creative recommendations.
- Advise on most effective techniques of information dissemination in a rapid, accurate and tactful manner; exercise judgement in release of information.
- Present and prepare press releases, news articles, presentations, reports and other written materials in a timely and recipient appropriate manner.
- Prepare and present a variety of communications materials; write and edit newsletters and news releases; prepare flyers and reports; prepare and give presentations; edit materials for proper punctuation and grammar.
- Establish and maintain effective working relationships with District officials, employees, the public and news media.
- Coordinate activities with other divisions and District departments.
- Operate a personal computer and applicable software including graphics and desktop publishing systems.
- Effectively work in a political environment with individuals with diverse backgrounds and opinions.
- Act judiciously under pressure.
- Train, supervise and lead effectively.
- Use current mobile technology efficiently and effectively.
- Use technology effectively and efficiently.

EDUCATION:

Completion of a Bachelor's Degree and/or Master's degree in Communications, Journalism, Public Relations, Marketing, or a related field.

EXPERIENCE:

A minimum of five years of successful and responsible experience in public information, public relations, or related field, or equivalent administrative or practical experience which would demonstrate exposure to and utilization of required skills, knowledge, and abilities in performing job related duties and responsibilities. School district experience preferred.

LICENSES AND OTHER REQUIREMENTS:

Possess a valid California Driver's License and maintain possession of such license during the course of employment.

WORKING CONDITIONS:

ENVIRONMENT:

- Office environment.
- Driving a vehicle to conduct work.

PHYSICAL ABILITIES:

- Hearing and speaking to exchange information and make presentations.
- Seeing to read a variety of materials.
- Dexterity of hands and fingers to operate a computer keyboard.

HAZARDS:

- Contact with dissatisfied or abusive individuals.